



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Antimicrobials Division (7510P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

6297-2

Date of Issuance:

11/6/18

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

JESSE

Name and Address of Registrant (include ZIP Code):

Rebecca Mannion
 Bissell Homecare, Inc.
 2345 Walker Ave., N.W.
 Grand Rapids, MI 49544

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Eric Miederhoff, Product Manager 31
 Regulatory Management Branch I
 Antimicrobials Division (7510P)
 Office of Pesticide Programs

Date:

11/6/18

2. You are required to comply with the data requirements described in the DCI or EDSP Order identified below:
 - a. Chemical Name GDCI-069154-30906; GDCI-069154-1748
 - b. Chemical Name GDCI-069104-30881; GDCI-069104-1739

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI or EDSP Order listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 6297-2.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

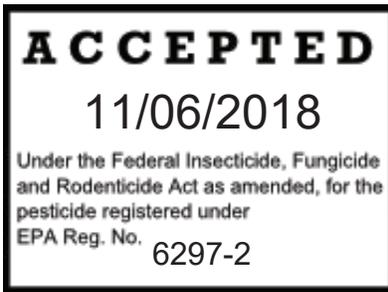
- Basic CSF dated 05/17/2018
- Alternate 1 CSF dated 05/17/2018

If you have any questions, please contact Karen M. Leavy by phone at (703)-308-6237, or via email at Leavy.Karen@epa.gov.

Enclosure

(Note to Reviewer: (parentetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)
JESSE (Name TBD)



(Alternate Brand Names:

BISSELL® Hard Floor Sanitize
BISSELL® Hard Floor Sanitize
Cleaner
BISSELL® Hard Floor Sanitizer
BISSELL® Hard Floor Sanitize
BISSELL® Deodorizer
BISSELL® Hard Floor Sanitize
Cleaner concentrate
BISSELL® Hard Floor Sanitizer
concentrate
BISSELL® Tile Floor Sanitize
Cleaner
BISSELL® Tile Floor Sanitizer
BISSELL® Tile Floor Sanitize
Deodorizer
BISSELL® Tile Floor Sanitize
Cleaner concentrate
BISSELL® Wood Floor Sanitize
BISSELL® Wood Floor Sanitize
Cleaner
BISSELL® Wood Floor Sanitizer
BISSELL® Wood Floor Sanitize
concentrate
BISSELL® Wood Floor Sanitize
Cleaner concentrate
BISSELL® Wood Floor Sanitizer
concentrate
BISSELL® Antibacterial Hard Floor
Cleaner
BISSELL® Antibacterial wood Floor
Cleaner
BISSELL® Antibacterial tile Floor
Cleaner

BISSELL® Pet Hard Floor Sanitize
BISSELL® Pet Hard Floor Sanitize
Cleaner
BISSELL® Pet Hard Floor Sanitizer
BISSELL® Pet Hard Floor Sanitize
Deodorizer
BISSELL® Pet Hard Floor Sanitize
Cleaner concentrate
BISSELL® Pet Hard Floor Sanitizer
concentrate
BISSELL® Pet Tile Floor Sanitize
Cleaner
BISSELL® Pet Tile Floor Sanitizer
BISSELL® Pet Tile Floor Sanitize
Deodorizer
BISSELL® Pet Tile Floor Sanitize
Cleaner concentrate
BISSELL® Pet Wood Floor Sanitize
BISSELL® Pet Wood Floor Sanitize
Cleaner
BISSELL® Pet Wood Floor Sanitizer
BISSELL® Pet Wood Floor Sanitize
concentrate
BISSELL® Pet Wood Floor Sanitize
Cleaner concentrate
BISSELL® Pet Wood Floor Sanitizer
concentrate
BISSELL® Pet Antibacterial Hard
Floor Cleaner
BISSELL® Pet Antibacterial Wood
Floor Cleaner
BISSELL® Pet Antibacterial Tile
Floor Cleaner

BISSELL® Clean + Sanitize
BISSELL® Hard Floor Clean +
Sanitize
BISSELL® Clean + Antibacterial
BISSELL® Hard Floor Clean +
Antibacterial
BISSELL® Pet Clean + Sanitize
BISSELL® Pet Hard Floor Clean +
Sanitize
BISSELL® Pet Clean + Antibacterial
BISSELL® Pet Hard Floor Clean +
Antibacterial
BISSELL® Clean + Pet Sanitize
BISSELL® Hard Floor Clean + Pet
Sanitize
BISSELL® Clean + Pet Antibacterial
BISSELL® Hard Floor Clean +
Antibacterial Pet
BISSELL® Clean + Sanitize Pet
BISSELL® Hard Floor Clean +
Sanitize Pet
BISSELL® Clean + Antibacterial Pet
BISSELL® Hard Floor Clean +
Antibacterial
BISSELL® Wash + Sanitize
BISSELL® Wash + Antibacterial
BISSELL® Wash + Sanitize Pet
BISSELL® Wash + Antibacterial Pet
BISSELL® Wash + Pet Sanitize
BISSELL® Wash + Pet
Antibacterial)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(FRONT PANEL)

(HARD SURFACE) (HARD FLOOR) (WOOD FLOOR) [SANITIZER]– [CLEANER]
[CLEANING] - [DEODORIZER] – [ANTIBACTERIAL]

[Insert usage site] [Cleaner] [Cleaning], [Bacteria* (destroyer) (killer) (reducer) (cleanser) (cleaner) (cleaning)], [Antimicrobial] [Antibacterial] [(Hard) (Wood) Floor Cleaner (for pet messes)], [(Hard) (Wood) Floor Cleaning (for pet messes) and Sanitizer], [(Pet) Cleaner(, &) Deodorizer(, &) (+) Sanitizer (Antibacterial)], [Dual Action (Pet) Cleaner & Deodorizer] [Dual Action (Pet) Cleaner(, &) Sanitizer (Antibacterial)], [Triple Action (Pet) Cleaner(, &) Deodorizer(, and) (+) Sanitizer (Antibacterial)], [(Insert usage site) (Pet) Deodorizer (and) (+) (Sanitize(r)) (Antibacterial)], [(Insert usage site) (Pet) Odor Neutralizer], [(Insert usage site) (Pet) Odor Eliminator], [(Insert usage site) Refresher], [[Antimicrobial] [Antibacterial] (Hard) (Wood) Floor Cleaner formula (and) (+) Sanitize(r)], [(Sanitization) (Sanitizing) [[Antimicrobial] [Antibacterial] (Hard) (Wood) Floor Cleaning formula], [[Antimicrobial] [Antibacterial] Formula for (hard) (wood) floors]

Active Ingredients:

Alkyl (60% C₁₄, 30% C₁₆, 5% C₁₂, 5% C₁₈)
dimethyl benzyl ammonium chlorides0.21%
Alkyl (68% C₁₂, 32% C₁₄) dimethyl
ethylbenzyl ammonium chlorides0.21%
Other Ingredients.....99.58%

Total: 100.00%

EPA Reg. No.: 6297-X
EPA Est. No.: [6297-XXX-XXX]

**Keep Out of Reach of Children
CAUTION**

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:
Bissell Homecare, Inc.
2345 Walker Ave, NW
Grand Rapids, MI 49544

Batch/Lot: *(Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)*

Net Contents:

8 fl oz (0.25 QT) 236 mL (0.23 L)	52 fl oz (1.62 QT) 1537 mL (1.53 L)
16 fl oz (0.5 QT) 473 mL (0.47L)	60 fl oz (1.87 QT) 1774 mL (1.77 L)
24 fl oz (0.75 QT) 709 mL (0.70 L)	62 fl oz (1.93 QT) 1833 mL (1.83 L)
26 fl oz (0.81 QT) 768 mL (0.76 L)	64 fl oz (2 QT) 1892 mL (1.89 L)
32 fl oz (1 QT) 946 mL (0.94 L)	71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
48 fl oz (1.5 QT) 1419 mL (1.41 L)	80 fl oz (2.5 QT) 2365 mL (2.36 L)
50 fl oz (1.56 QT) 1478 mL (1.47 L)	128 fl oz (4 QT) 3785 mL (3.78 L)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

[Note to Reviewer: Boxed format or bullets may be used in First aid section if label space permits]

FIRST AID

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PRECAUTIONARY STATEMENTS HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

Recommended Use (Location)

All around the house [‡]	Cabin(s)	Family Room(s)	Mud Room(s)
All around the home [‡]	Camper(s)	Garage(s)	Nursery (Nurseries)
Attic(s)	Closet(s)	Home(s)	Pet area(s)
Baby's Room(s)	(Damp) Storage Area(s)	House(s)	Playroom(s)
Basement(s)	(Damp) Storage Room(s)	Laundry Room(s)	Sunroom(s)
Bathroom(s)	Den(s)/(Study(ies))	Living Room(s)	Vacation home(s)
Bedroom(s)	Dining Room(s)	Mobile Home(s)	Vehicles
Boat(s)	Dorm(s)		

[‡] Non-food contact surfaces only

Recommended Use (Surfaces) [may include graphic depicting surface]

[Note to Reviewer: If the phrase "sealed, non-porous:" is used once with the following surfaces in a list, then the phrase does not need to be repeated prior to each surface listed.]

Sealed, Non-porous Hardwoods	Sealed, Non-porous Wood Floors	Sealed, Non-porous Ceramic Tile	Vinyl
Sealed, Non-porous Floors	Sealed, Non-porous Hard Floors	Sealed Terrazzo	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

[For use with BISSELL (CrossWave) (and) (SpinWave) (machines).]

[Suitable for use with BISSELL (CrossWave) (and) (SpinWave) (machines)]

[For use with BISSELL Wet Cleaning System machines.]

[Flush machine with clean water after use.]

Read User Guide fully prior to use.

[Note to Reviewer: By filling to the lines indicated on the tank, the solution will mix at an equivalent to 1 part formula + 6 parts water. For large areas, 4 fl oz of product is mixed with 24 fl oz water or equivalent dilution. For small areas 2 fl oz of product is mixed with 12 fl oz of water or equivalent dilution.]

How to use (in) (with) (CrossWave) (machine):

1. Fill machine formula tank with (warm) water to Water fill line (for small areas (to) (-) 12 fl oz., for large areas (to) (-) 24 fl. oz.). Then add formula to Formula fill line (for small areas (to) (-) 2 fl. oz., for large areas (to) (-) 4 fl. oz.). Cap tank and return to machine.
2. Use machine as directed in the User Guide under the heading “**Cleaning Your Hard Floors**”. **To clean:** Hold the spray trigger to apply solution to floor. **To Sanitize:** Remove visible soil. Hold spray trigger to apply solution to floor. Allow to remain wet for 5 minutes.
3. Empty (dirty water) (pick-up) tank down the drain.
4. Flush tank, filter and float with clean water after use. Allow to air dry.
5. Stay off cleaned area until completely dry.

How to use (in) (with) (SpinWave) (machine):

1. Fill machine formula tank with (warm) water to Water fill line (for small areas (to) (-) 12 fl oz., for large areas (to) (-) 24 fl. oz.). Then add formula to Formula fill line (for small areas (to) (-) 2 fl. oz., for large areas (to) (-) 4 fl. oz.). Cap tank and return to machine.
2. Use machine as directed in the machine User Guide under the heading “**Cleaning Your Sealed Hard Floors**”. **To clean:** Push the SPRAY button to dispense solution. **To Sanitize:** Remove visible soil. Push the SPRAY button to dispense solution. Allow to remain wet for 5 minutes.
3. Stay off cleaned area until completely dry.

Note: Any solution remaining in the clean water tank should be emptied prior to machine storage.

For more information about using this product, visit www.bissell.com

For use on hard, nonporous floors only [Use only on hard, nonporous floors.] Not for use on unsealed, damaged, or unfinished floors.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

STORAGE AND DISPOSAL

Storage: Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. **Pesticide Disposal and Container**

Handling: Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA

www.bissell.com]

©(year) BISSELL Homecare Inc.

BISSELL International Trading Company BV

Stadhouderskade 55,

1072 AB Amsterdam

The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:

BISSELL Homecare, Inc.

P.O. Box 1888

Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

Optional Container Graphics:

PLEASE SEPARATE AND RECYCLE



PETE

SHRINK SLEEVE



HDPE

BOTTLE

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

[Note to Reviewer: below qualifiers are not optional when a selected Marketing Claim includes the symbol indicated here.]

***Kills 99.9% of *Enterobacter aerogenes* (ATCC 13408) and *Staphylococcus aureus* (ATCC 6538) (Staph[^])**

****Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)**

(Sanitizing claims)

Cleans (&) (+) Sanitizes

Cleans (&) (+) Sanitizes (insert usage site)

Cleans (&) (+) Sanitizes in 5 minutes on (insert usage site) (insert usage surface)

Kills 99.9% of bacteria*

Sanitizes (insert usage site) (insert usage surface) in 5 minutes

Sanitizes (insert usage sites) (insert usage surface)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

Cleans and sanitizes, eliminates 99.9% of bacteria*

Deep clean beyond what's seen™²

Eliminates 99.9% of bacteria*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Go beyond surface cleaning²

Goes beyond surface cleaning²

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

Cleans, sanitizes, refreshes (insert usage site) (insert usage surface)

Sanitize after cleaning your pet messes

Cleans (+) (and) (sanitizes) (+) (and) (deodorizes) (+) (and) (freshens) in one easy step²

2 in 1 (Dual Action) (formula) – cleans deodorizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – cleans sanitizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – freshens deodorizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – freshens sanitizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – sanitizes deodorizes (freshens) (in 1 easy step²)

3 in 1 (Triple Action) (formula) – cleans sanitizes deodorizes (in 1 easy step²)

3 in 1 (Triple Action) (formula) – freshens sanitizes deodorizes (in 1 easy step²)

4 in 1 (All-Four in One) (formula) – cleans, sanitizes, deodorizes, freshens (in 1 easy step²)

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph[^]) on (insert usage site) (insert usage surface) in 5 minutes

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph[^]) on (insert usage site) (insert usage surface) in 5 minutes

Destroys 99.9% of bacteria* on (insert usage site) (insert usage surface)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on (insert usage surface)

Kills 99.9% of bacteria* in 5 minutes for (insert usage site) (insert usage surface)

Kills 99.9% of bacteria* on (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of household bacteria* on (insert usage site) (insert usage surface)
(Kills) (destroys) (eliminates) 99.9% of ~~(Staphylococcus aureus)~~ (staph[^]) (and) ~~(Enterobacter aerogenes)~~ in in 5 minutes on (insert usage surface) (insert usage site)
(Kills) (destroys) (eliminates) 99.9% of ~~(Staphylococcus aureus)~~ (staph[^]) (and) ~~(Enterobacter aerogenes)~~ in 5 minutes on (insert usage site) (insert usage surface)
To eliminate 99.9% of bacteria* on (insert usage site) (insert usage surface)
Kills 99.9% of bacteria* in (only) 5 minutes on (insert usage site) (insert usage surface)
(Both) Cleans & Sanitizes - better than cleaning alone
Cleans & Sanitizes in 5 minutes on (insert usage site) (insert usage surface)
Cleans & Sanitizes in 5 minutes on (insert usage site) (insert usage surface)
One step clean(s) and sanitizes(s)²
Neutralizes and reduces the growth of bacteria*
Makes sanitizing easy
Easy (sanitizing)
(Antimicrobial) (formula) cleans and sanitizes
The easy, effective, and convenient way to sanitize (insert usage site) (insert usage surface)
Antibacterial
Leaves (insert usage site) (insert usage surface) sanitary
Sanitizes as it cleans
For cleaning and sanitizing (insert usage site) (insert usage surface)
Antibacterial formula cleans and sanitizes in one (1) step
Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one) (1) easy step²
Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)
Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home
Multi-purpose formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**))
One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**))²
2 in 1 formula cleans and sanitizes
2 in 1 formula sanitizes and deodorizes
2 in 1 formula sanitizes and freshens
2 in 1 formula sanitizes and eliminates allergens**
3 in 1 formula cleans, sanitizes and deodorizes
3 in 1 formula cleans, sanitizes and freshens
3 in 1 formula cleans, sanitizes and eliminates allergens**
3 in 1 formula sanitizes, deodorizes, and freshens
3 in 1 formula sanitizes, deodorizes, and eliminates allergens**
4 in 1 formula cleans, sanitizes, deodorizes and freshens
4 in 1 formula cleans, sanitizes, deodorizes and eliminates allergens**
4 in 1 formula sanitizes, deodorizes, freshens, and eliminates allergens**
5 in 1 formula cleans, sanitizes, deodorizes, freshens and eliminates allergens**
The easy, effective, and convenient way to sanitize (insert usage site) (insert usage surface)
Makes sanitizing easy
The easy way to clean and sanitize your (insert usage site) (insert usage surface)
Cleans as it sanitizes²
Sanitizes as it cleans²
(Pet) Stain and odor remover and sanitizer
Convenient to use (-cleans and sanitizes)
Sanitizes and refreshes
Go beyond surface cleaning

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Goes beyond surface cleaning
Cleans and Sanitizes (in one easy step)²
Destroys tough odors and bacteria*
(Removes) (Eliminates) 99.9% of bacteria*
(Sanitization)(Sanitizing)(Antibacterial) Treatment
Stain & odor (remover) (eliminator) that sanitizes as it cleans
Sanitizes as it cleans
Sanitizes and loosens (tough) stains
Stain removal (Clean) (+)(&) Sanitize for a more (effective)-clean
Take (more) control of your cleaning with (sanitization) (insert product name)
(clean) (and) (loosen) (tough) stains (and sanitizes)
One step (cleaning) and (sanitizing)²
One easy step!²

(Cleaning Claims)

2 in 1 (formula) cleans and deodorizes
2 in 1 (formula) cleans and freshens
2 in 1 (formula) cleans and eliminates (removes) allergens**
2 in 1 (formula) deodorizes and freshens
2 in 1 (formula) deodorizes and eliminates (removes) allergens**
2 in 1 (formula) freshens and eliminates (removes) allergens**
2 in 1 cleaning formula that cleans and deodorizes at the same time
3 in 1 (formula) cleans, deodorizes, and freshens
3 in 1 (formula) cleans, deodorizes, and eliminates (removes) allergens**
3 in 1 (formula) deodorizes, freshens, and eliminates (removes) allergens**
3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**) (removes allergens*)
4 in 1 (formula) cleans, deodorizes, freshens and eliminates (removes) allergens*
(Antibacterial) (formula) cleans and deodorizes
Cleans (+) (&) deodorizes
Cleans (+) Deodorizes (insert usage site)
Cleans and eliminates 99.9% of odor causing bacteria
Cleans and removes (99.9%) of odor causing bacteria
Cleans, deodorizes and freshens all in one (formula)
Cleans, Deodorizes and Reconditions
Cleans, deodorizes, and freshens (insert usage surfaces)
Cleans, deodorizes, and restores (insert usage surfaces) (insert usage site) cleaner
Cleans and refreshes pet messes
Eliminates dirt, dust, and common allergens** from (insert usage site) (insert usage surface)
Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
Removes dirt, dust, and common allergens** from (insert usage site) (insert usage surface)
Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site) (insert usage surface)
Antibacterial
Boost your cleaning results
Booster

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Boosts cleaning for a cleaner, fresher home
Boosts cleaning performance for a cleaner, fresher home
Boosts cleaning performance to also deodorize
Boosts cleaning performance
Boosts cleaning performance to clean beyond what's seen
Bring back the shine
Bring back the beauty
Cleaning booster
Cleans & Deodorizes- better than cleaning alone
Cleans (insert usage site) (insert usage surface)
Cleans and protects your hardwoods
Cleans as it deodorizes
Cleans everyday (pet) messes
Cleans plus boosts
Cleans the toughest soils°
Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
Cleans tough stains (on) (insert usage site) (insert usage surface)
Complete (pet) cleaning and deodorizing system
Deep down clean(ing)
Deodorizes as it cleans
Dual action cleaner and deodorizer
Dual action (formula) cleans and deodorizes
Dual action (formula) cleans and freshens
Dual action (formula) cleans and eliminates (removes) allergens**
Dual action (formula) deodorizes and freshens
Dual action (formula) deodorizes and eliminates (removes) allergens**
Dual action (formula) freshens and eliminates (removes) allergens**
Easily removes soils and stains
Effective cleaning of tough (pet) (spots) (stains) and (soils)
(Effectively) removes (tough) dirt and grime
Eliminates (pet odors) (odors) (allergens**) (everyday dirt) (and) (spots and stains)
Eliminates (non-living) allergens**
Eliminates allergens**
Enhances the cleaning performance
Eradicates (tough) (dirt) (and) (stains) (pet stains)
Effective (pet) cleaning
For a cleaner home
For a cleaner, fresher home
For a cleaner, fresher household
For a deep clean
For a thorough deep clean
Get your floors back to a barefoot clean feeling
Improve your cleaning results
Improve(s) cleaning performance for a cleaner, fresher home
Improves cleaning performance to also deodorize
Improves cleaning performance
Kills (99.9%) (of) odor causing bacteria
Kills (99.9% of) odor causing bacteria on (insert usage site) (insert usage surface) for a (fresh, clean home)
Kills odor causing bacteria for a (fresh, clean home)
Leaves a barefoot clean feeling

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves (insert usage site) (insert usage surface) looking clean and refreshed
No (hard) scrubbing required
Pet Stain and odor remover (and deodorizer)
Removes (pet odors) (odors) (allergens**) (everyday dirt) (and) (spots and stains)
Removes (pet spots) (spots) (and) (stains) without hard scrubbing
Removes (tough) (dirt) (and) (stains) (pet stains)
Removes (non-living) allergens**
Removes allergens**
Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
Removes tough dirt and grime
removes tough odors and soils (on) (insert use site) (insert usage surface)
Thoroughly cleans and deodorizes (insert usage site) (insert usage surface), eliminating stains, odor causing bacteria, and allergens**
Thoroughly cleans and deodorizes (insert usage site), removing stains, odor causing bacteria, and allergens**
Triple (cleaning) action deep cleans, removes odor-causing bacteria and deodorizes (freshens)
Triple (cleaning) action deep cleans, removes odor-causing bacteria and removes stains
Triple (cleaning) action deep cleans, removes odor-causing bacteria and removes (eliminates) allergens**
Triple (cleaning) action deep cleans, deodorizes, and removes (eliminates) allergens**
Triple (cleaning) action deep cleans, freshens and removes (eliminates) allergens**
Triple (cleaning) action removes odor-causing bacteria, deodorizes and freshens
Triple (cleaning) action removes odor-causing bacteria, deodorizes and removes stains
Triple (cleaning) action removes odor-causing bacteria, deodorizes and removes (eliminates) allergens**
Triple (cleaning) action deodorizes, freshens and removes (eliminates) allergens**
Triple (cleaning) action deodorizes, freshens and removes stains
Triple action cleans, kills odor-causing bacteria and refreshes
Triple action (formula) cleans, deodorizes, and freshens
Triple action (formula) cleans, deodorizes, and eliminates (removes) allergens**

(Deodorizing Claims)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)
(Fresh) (Clean) (fragrance) (scent)
(insert usage site) (insert usage surface) (Pet) Deodorizer
(insert usage site) (insert usage surface) (Pet) Odor Eliminator
(insert usage site) (insert usage surface) (Pet) Odor Neutralizer
(insert usage site) (insert usage surface) (Pet) Spot and stain deodorizer
(insert usage site) (insert usage surface) Refresher
(Kills) (destroys) (eliminates) 99.9% of odor causing bacteria
(Kills) (Eliminates) (Destroys) odor causing bacteria
(Leaves behind a) Clean, Fresh Scent
(Light), (fresh), clean scent
Eliminates (pet) odors
Removes (pet) odors
Clean and fresh scent
Deodorizes and freshens (leaving a light, clean scent)
Destroys 99.9% of odor causing bacteria on (insert usage sites) (insert usage surface)
Destroys tough (pet) odors
Doesn't just mask (pet) odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Effective to kill 99.9% of odor causing bacteria
Eliminates (pet) odors and (kills) (removes) (gets rid of) 99.9% of the bacteria that cause them
Eliminates (pet) odors doesn't just mask
Eliminates (pet) odors, doesn't just mask
Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
Eliminates odors (including) (kitchen) (pet) (and) (smoke)
Eliminates the toughest (pet) odors at the source
For ultimate freshness
Fresh, Clean scent
Freshens (insert usage site) (insert usage surface)
Freshens (insert usage site) (insert usage surface)
Freshens home with the scent of (fragrance name)
Full day freshness
Keep (insert usage site) smelling fresher longer
Keeps (insert usage site) smelling fresh
Kills (99.9%) of bacteria that cause (pet) odors
Kills (99.9% of) odor causing bacteria
Kills (99.9% of) odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home
Kills (99.9% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home
Kills (99.9% of) odor causing bacteria at the source
Kills (99.9% of) odor causing bacteria on (insert usage site) (insert usage surface)
Kills odor causing bacteria (that ordinary cleaners don't)
Leaves (insert usage site) (insert usage surface) deodorized
Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)
Leaves (rooms) (home) smelling fresh and clean
Leaves a fresh scent
Leaves a fresh, clean scent
Leaves a light, clean scent
Leaves your (insert usage site) (insert usage surface) free of (pet) odors
Lifts (pet) odors and freshens
Lightly scented
Lightly scented and suitable for frequent use
Long lasting freshness
Neutralizes (pet) odors
Neutralizes (pet) odors in (insert usage site) (insert usage surface)
Neutralizes, reduces, and controls the growth of odor causing bacteria
Eliminate (pet) odors at (their) (the) source
Remove (pet) odors at (their) (the) source
Refreshes (insert usage site) (insert usage surface)
Refreshes (insert usage site) (insert usage surface)
Removes (pet) odors [and kills (removes) (gets rid of) 99.9% of the bacteria that cause them
Removes (pet) odors doesn't just mask
Removes (pet) odors, doesn't just mask
Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)
Removes odors (including) (kitchen) (pet) (and) (smoke)
Removes odors+ provides a clean, light scent
Removes the toughest (pet) odors at the source
Removes tough (pet) odors and soils
To eliminate odor causing bacteria on (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

To remove odor causing bacteria on (insert usage site) (insert usage surface)

(General Usage Claims)

(Alcohol) (Bleach) free
(non-caustic) (non-alkaline) (non-abrasive) formula
(Okay) (suitable) for daily use
(Okay) (suitable) for monthly use
(Okay) (suitable) for regular use
(Okay) (suitable) for weekly use
(Okay) for everyday use
(Suitable) for (use in) (BISSELL) (CrossWave) (Wet Cleaning System) (machines)
(Use on) (Designed for) (suitable for) (insert usage site) (insert usage surface) that you and your family come in contact with everyday
Bottle contains minimum of X% post-consumer recycled plastic
Carefully designed for home use
Contains no heavy metals, optical brighteners or dyes
Does not dull floors
Does not harm sealed, nonporous flooring
Dye Free (formula) (technology)
Great for use in any room of the house
Leaves a clean floor
Leaves (insert usage site) (insert usage surface) clean for children and pets (when used as directed)
Leaves floors virtually streak-free
Leaves no (dulling) (sticky) film
For everyday use
No streaks
No resoiling
No VOCs
Non-abrasive formula
Non-dulling (solution) (formula) leaves floors clean
No-rinse (formula) (solution)
Okay (suitable) to use daily
Perfect for use on pet messes
Pet friendly
Restores a natural shine
Streak-free clean
Suitable & gentle for your (insert usage site) (insert usage surface)
Suitable for your (insert usage sites) (insert usage surface)
Suitable for use on (insert usage site) (insert usage surface)
This product is approved for use on (insert usage sites) (insert usage surface)
Up to (x) uses per bottle
Use daily (in) (on) the (insert usage area) (insert usage surface) your (family)(and)(pets) touch (the most) often
Use throughout your house†
Uncover your floor's natural shine
(Virtually) streak free (clean)

(Easy Use Claims)

(Suitable) For everyday use

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Can be used anytime
Designed for households with pets & kids
Dual (action) (purpose)¹
Dual action¹
Easy to use
Everyday formula
Gentle on floors
Great for (insert usage sites) (insert usage surfaces)
Keep your home clean
Makes cleaning easier
Multi-purpose
Multi-use
No rinsing required
Simple application
Suitable for use around the home
Takes care of (insert usage sites) (insert usage surface) (pet) stains and odors
Treat stains, (pet) odors and allergens**
Triple (action) (purpose)¹
Triple action¹
Works on (most) (insert usage sites) (insert usage surface)

(Other/General Claims)

Bottle contains minimum of X% post-consumer recycled plastic
EPA registered
(Ultra) concentrated

(Marketing Claims)

(2 in 1) (3 in 1) (Action) (product)¹
(Dual) (Triple) (Advanced) Action¹
(Money back) (Satisfaction) (Guarantee) (or your money back) (or it's) (yours) (free)
Bonus (X) (oz) (X %) (more) (free)
New {note to reviewer: use for first 6 months only}
New and improved {note to reviewer: use for first 6 months only}
Save (\$X) now
Trial (size) (pack)
Try (me) (for) (free) (now) (today)
Value (size) (pack)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Qualifiers

¹ *Note to Reviewer: Will be qualified by additional marketing claim as listed above or by descriptor as one of the following:*

For “Dual Action” or “2 in 1”

¹ cleaner and sanitizer

¹ cleaner and deodorizer

¹ deodorizer and sanitizer

For “Triple Action” or “3 in 1”

¹ cleaner, sanitizer and deodorizer

¹ cleaner, deodorizer and sanitizer

²when used according to sanitization instructions.

[†]on sealed, nonporous floors

[^] *Note to Reviewer: Will be qualified with a symbol if “Staph” appears without “Staphylococcus aureus” immediately preceding it.*

[^]Staphylococcus aureus

Note to Reviewer: Any combination of soils can be listed in any order and some omitted in relation to cleaning claims:

[°]cleans ((/))removes): red wine, food stains, fruit juice, pet messes, mud/dirt, ink, chocolate, coffee/tea, cola, blood stains, grease, motor oil